

POSITION DESCRIPTION

Senior Manager, Marketing

REPORTS TO: Director of Marketing

DATE REVIEWED: June 2005

DEPARTMENT/DIVISION: Marketing

SUPERVISORY RESPONSIBILITIES: None

BUDGET RESPONSIBILITIES: \$100k

CLASSIFICATION: Exempt

POSITION SUMMARY:

The Sr. Manager, Marketing has overall responsibility for ensuring the appropriate marketing strategies, plans and implementation to attract optics and photonics professionals to XXXX. The Sr. Manager, Marketing builds strong relationships internally between the Marketing team and others in membership, publications, meetings, and other key departments. The Sr. Manager, Marketing is knowledgeable about XXXX program goals in order to develop marketing strategies to attract audiences to relevant XXXX products and services. Similarly, the Sr. Manager, Marketing conducts research and has access to other resources to develop market-specific subject area knowledge to develop and implement relevant marketing plans. The Sr. Manager, Marketing is directly responsible for developing and implementing promotional campaigns, managing external vendors, project planning and execution, budget development and management, web design/maintenance, and campaign performance tracking/reporting. This position is the primary marketing team member responsible for marketing the conference and tradeshow.

PRIMARY RESPONSIBILITIES:

1. Develops, directs, and implements marketing plans for key XXXX products and services. These plans may encompass marketing of conferences, meetings, exhibits, advertising, publications, electronic products, membership, and others.
2. Conducts research and serves as a conduit for requisite market research and information to support the marketing goals and objectives for key XXXX products and services.
3. Manages contracted services from external vendors for such efforts as design, survey creation and analysis, market research, production, and printing.

4. Prepares and manages marketing budgets for projects. Regularly provides status reports for benchmarking reports. Prepares and presents to internal and volunteer leadership plans and progress reports on marketing efforts for select projects.
4. Ensures that opportunities for cross-selling are created between and among XXXX products and services.
5. Collaborates with peers in Marketing and other departments to ensure that XXXX brand integrity and opportunities are maximized. Leads efforts to ensure the XXXX brand is consistent and leveraged through execution and management of tradeshow marketing efforts, print ads, Web sites, collateral literature, signage and other promotional initiatives.
6. To achieve marketing goals and objectives, regularly works with Q System and can coach others in ways to maximize use of Q resources.

EDUCATION AND EXPERIENCE:

- * Bachelor's degree, preferably in Marketing, with 4-6 years marketing experience. Experience in a scientific society, association or other nonprofit organization.

SKILLS AND ABILITIES:

- * Excellent written and verbal communication skills, comfortable with presenting to groups, and the ability to work well with internal client groups.
- * Multimedia marketing (including creating email promotions); vendor management; ability to manage and create budgets; direct mail (full process); ability to create and grow relationship with industry partners.
- * Software: Dreamweaver, Fireworks, and Microsoft Office Suite (Excel, PowerPoint, Outlook, and Word)
- * Helpful but not required: HTML coding, PageMaker, Illustrator, Quark Xpress, PhotoShop